A8789-1 U 1183

RADIO

RADIO
RADIO
RADIO
RADIO
RADIO
RADIO

1983

How You Can Use 'Radio Facts 1983'

The 1983 edition of ***Radio Facts*** is an overview of the medium's many dimensions compiled by Radio Advertising Bureau in an easy-to-read format.

Use it to:

- Get perspective on trends in Radio.
- Communicate Radio's importance in a company's media plan to executives within the company or advertising agency. For example, ***Radio Facts*** is often distributed at sales meetings.

Agency recommendations to advertisers detailing the values of various media often draw on ***Radio Facts*** (or other related information supplied by RAB).

It provides Radio salespeople with a one-source reference to document their proposals to agencies and advertisers.

Many salespeople carry ***Radio Facts*** on calls to quickly answer questions about Radio.

The vitality of Radio today is reflected in sections of this ***Radio Facts*** book which range from audience growth trends (page 4) to the final chart (page 34) which indicates that the public's satisfaction with Radio exceeds its regard for even police, medical and telephone services.

Contents

Page

The Growing Medium: 4
Current figures and trends in Radio listening, households with radio, radios sold, radios in use and cars with radio.

The Reach Medium: 6
Radio's daily and weekly reach by demographics. . . daily time-spent figures and by-location breakdown.

The Home-And-Away Medium: 8
Radio's at-home reach, where home radios are. . . battery-operated radios and profiles of the new "walk-alongs."

The In-Car, At-Work Medium: 10
Car Radio's reach. . . listening by commuters, shoppers, diners. . . listening at work.

The All-Day, All-Year Medium: 12
Radio's reach by daypart. . . Radio's seasonal consistency.

The Weekday, Weekend Medium: 14
Radio's reach, listening times, and by-location breakdowns Monday through Friday and on weekends.

The Full-Time Medium: 16
Reach, listening times, and by-location breakdowns for evening Radio and post-midnight Radio.

Page

The Immediate Medium: 18
Radio's leadership as the first-news source in morning and midday . . . exposure to four major media prior to shopping trips.

The Prime-Target Medium: 20
Radio's impact and Share-Of-Time leadership among working women, professional/managerial men, and other upscale consumers.

The Key-Consumer Medium: 22
Radio's Share-Of-Time dominance among key product users.

The Efficient Medium: 24
Trends in cost-per-thousand among major media . . . daily, weekly and daytime reach among Radio, Tv and Newspapers.

The Better-Buy Medium: 26
Radio's leadership against Newspapers for a variety of demographics . . . Newspapers' climbing costs, falling circulation, and ad-readership scores.

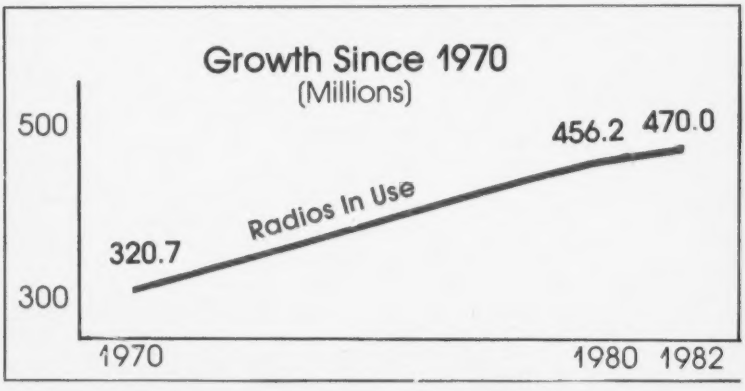
The Advertiser's Medium: 28
Radio's top 25 spot and network advertisers . . . Radio advertising expenditures by local and national advertising categories . . . proven impact of Radio commercials . . . consumer satisfaction with Radio.

Source Appendix: 35

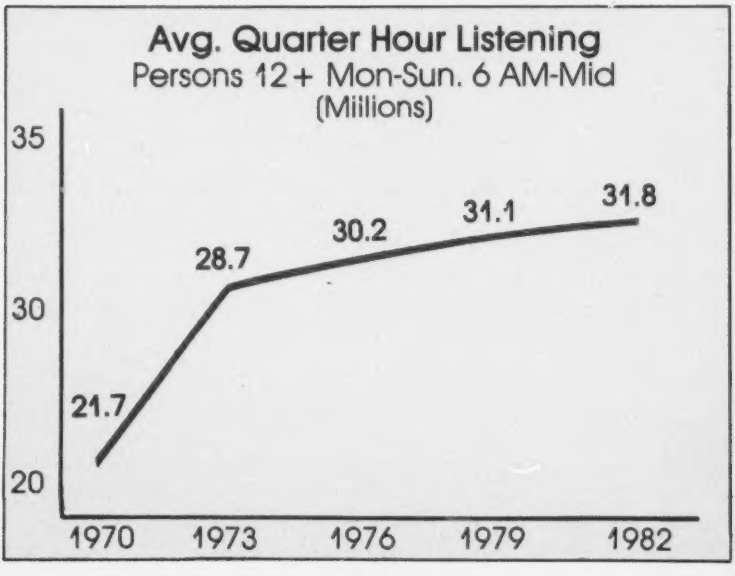
RADIO:

THE GROWING MEDIUM

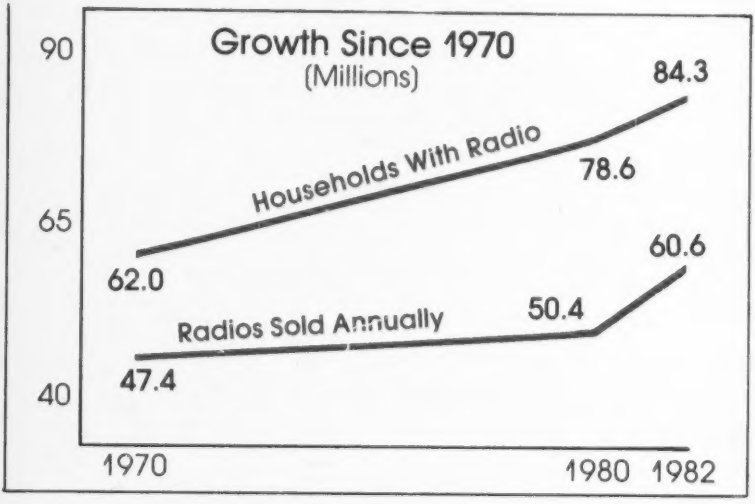
470 Million Radios In Use; Up 47% Since 1970



Radio Listening Is Up 47% Since 1970

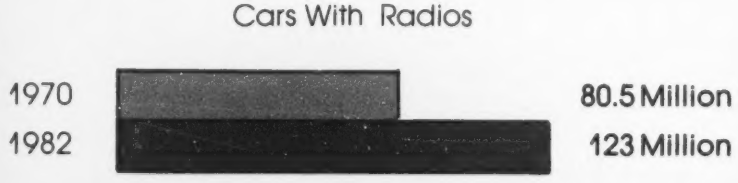


Households With Radio Up 36%; Radios Sold Up 26% Since 1970



5.5 Radios Per Household
$2.7 Billion Spent On New Radios In 1982

Car Radios In Use Up 53% Since 1970



RADIO:

THE REACH MEDIUM

Weekly: Radio Reaches 95.8%

	Weekly Reach
Persons 12+	**95.8%**
Men	
18+	96.5%
18-24	98.6
25-34	98.4
35-49	98.0
50+	92.8
Adults In Households With...	
1-2 Persons	94.0%
3-4 Persons	96.4
Women	
18+	94.1%
18-24	99.5
25-34	98.1
35-49	97.9
50+	87.0
Teens 12-17	**99.7%**
5+ Persons	95.6%

Daily: Radio Reaches 81.5%

	Average Daily Reach
Persons 12+	**81.5%**
Men	
18+	82.6%
18-24	90.3
25-34	85.7
35-49	84.5
50+	74.8
Adults In Households With...	
1-2 Persons	78.6%
3-4 Persons	82.3
Women	
18+	78.8%
18-24	87.0
25-34	84.0
35-49	82.5
50+	69.5
Teens 12-17	**88.1%**
5+ Persons	81.4%

Daily Radio Listening: Almost 3½ Hours

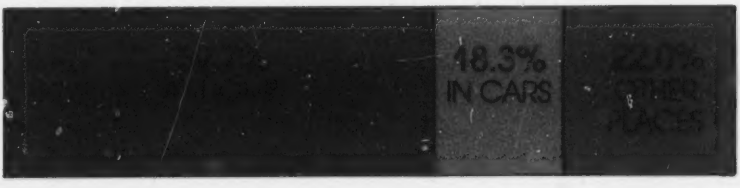
Daily Time Spent Listening

Persons 12+	3:21	Women	
Men		18+	3:22
18+	3:26	18-24	3:36
18-24	4:04	25-34	3:25
25-34	3:46	35-49	3:28
35-49	3:30	50+	3:10
50+	2:48	Teens 12-17	2:56
Adults In Households With...			
1-2 Persons	3:18	5+ Persons	3:35
3-4 Persons	3:25		

Radio Reaches Consumers At Home, Away, In Cars

Percent of Listening Time By Location
(Mon.-Sun., 24-Hour Avg.)

Persons 12+



	At Home	In Cars	Other Places
Teens 12-17	73.5%	12.8%	13.7%
Men 18+	46.5	25.1	28.4
Women 18+	68.7	13.4	17.9

RADIO:

THE HOME-AND-AWAY MEDIUM

342 Million Radios In Homes; 99% Of All Households Have Radios

67% Of Home Radios Are Plug-Ins
33% Are Battery-Operated
41% Of All Rooms Have A Radio

Where Home Radios Are:

Living Rooms	67.0%	Dens/Playrooms	21.9%
Bedrooms	58.4%	Dining Rooms	9.3%
Kitchens	49.8%	Bathrooms	7.2%
		Other Rooms	38.4%

Radio Reaches 89% At Home Every Week

	Persons 12+	Men 18+	Women 18+	Teens 12-17
Total Day	89%	87%	89%	99%
6 AM-10 AM	76	70	77	90
10 AM-3 PM	64	56	68	74
3 PM-7 PM	61	52	62	85
7 PM-Mid.	55	52	51	85
Mid.-6 AM	36	35	34	47

78% Of Households Have A Battery-Operated Radio

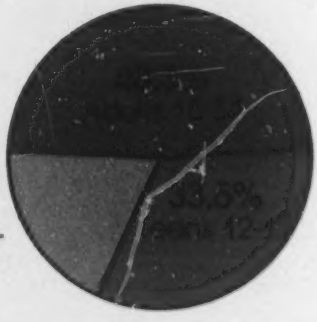
113 Million Battery-Operated Radios In Use
22.3 Million Battery-Operated Radios Sold In 1982
37% Of Radios Sold In 1982 Battery Operated
68% Listen At Some Time At Parks, Beaches

8 Million Walk-Along Sets Now In Use; Ownership Increases Radio Listening

6% Of Persons 12+ Own A Walk-Along
75% Of Walk-Alongs Include Radio
24% More Time Spent Listening To Radio Than Prior To Walk-Along Ownership

Adults & Teens Own Walk-Alongs

Age Profile Of Walk-Along Owners



RADIO:

THE IN-CAR, AT-WORK MEDIUM

95% Of All Automobiles Have A Radio Today

97% Of Cars Used For Commuting Have Radios

85% Of All Car Commuters Are Reached Weekly By Car Radio

84% Of All Intercity Travel Is By Car

80% Of All Adults Have A Driver's License

99% Of Used Cars Sold Have A Radio

98% Of Fleet Cars Have A Radio

There Are Twice As Many Car Radios In Use (123 Million) As The Total Circulation Of All Daily Newspapers (62 Million).

Commuters, Shoppers, Diners Listen To Car Radio

Of Adults Who...	Percent Using Car	Percent Of Driving Time Radio Is On		
		Adults 18+	Men 18+	Women 18+
Commute to work	90%	93%	93%	92%
Shop for groceries	90	85	85	85
Shop other retail	90	88	85	91
Dine out	88	84	79	88

7 Out of 10 Adults Are Reached Weekly By Car Radio

Car Radio's Weekly Reach

	Adults 18+	Men 18+	Women 18+
Total Day	71%	77%	66%
6 AM-10 AM	48	57	40
10 AM-3 PM	52	57	46
3 PM-7 PM	55	61	49
7 PM-Mid.	35	40	30
Mid.-6 AM	13	18	8

57% Of Adults Have Radio At Work; Of Those, 83% Listen

At-Work Listeners Average 3:48 Daily

Percent Listening At Work Where Radio Is Available

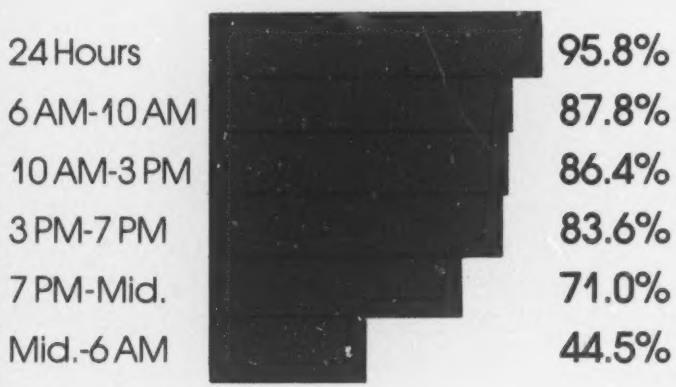
Adults	
18+	83%
18-24	94
25-34	85
35-44	88
45-54	79
55+	76
Men 18+	84
Women 18+	83
$30,000+ Household Income	81
Prof./Managerial Men	74
Full-Time Working Women	84
Adults In Multi-Paycheck Households	84

RADIO:

THE ALL-DAY, ALL-YEAR MEDIUM

Radio Reaches Consumers Throughout The Day

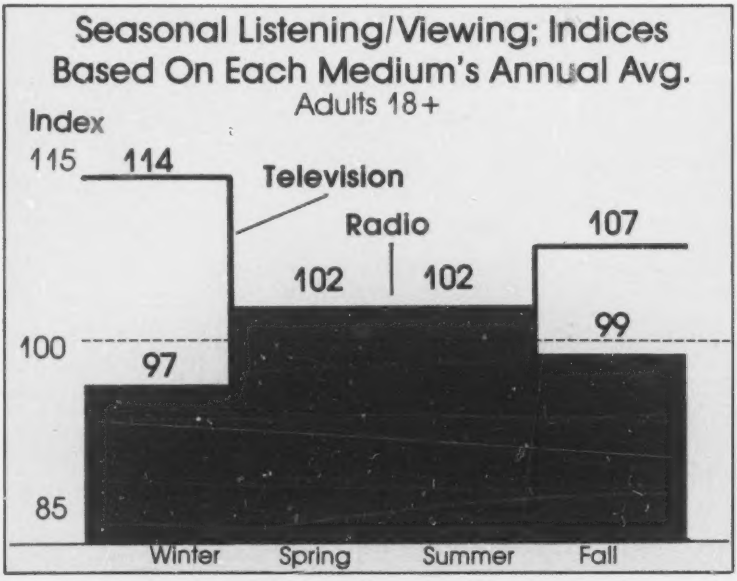
Radio's Reach By Daypart
Persons 12+—Mon.-Sun.



Radio's Reach By Daypart
Monday-Sunday

	Men 18+	Women 18+	Teens 12-17
24 Hours	96.5%	94.1%	99.7%
6 AM-10 AM	88.6	85.8	93.2
10 AM-3 PM	86.1	85.5	91.0
3 PM-7 PM	83.7	80.8	94.1
7 PM-Mid.	71.5	65.8	89.6
Mid.-6 AM	47.9	39.6	52.2

Radio Listening Is Consistent By Season; Tv Viewing Varies



Summer And Winter, Radio Reaches Consumers At Home And Away

Radio Listening By Location/Daypart
Persons 12+

	Summer		Winter	
	Home	Away	Home	Away
6 AM-Mid.	58.8%	41.2%	59.1%	40.9%
6-10 AM/3-7 PM	59.5	40.5	60.8	39.2
10 AM-3 PM	50.2	49.8	47.1	52.9
7 PM-Mid.	74.4	25.6	76.8	23.2

RADIO:

THE WEEKDAY, WEEKEND MEDIUM

Weekday Radio Reaches 95.3%; Listening: 3½+ Hours A Day

	Weekday Reach (Mon.-Fri., 24 Hours)	Average Daily Time Spent Listening
Persons 12+	95.3%	3:34
Teens 12-17	99.6%	2:56
Men		
18+	96.1%	3:43
18-24	98.6	4:24
25-34	98.4	4:10
35-49	98.0	3:46
50+	91.7	2:59
Women		
18+	93.5%	3:35
18-24	99.5	3:52
25-34	97.6	3:47
35-49	97.5	3:44
50+	85.9	3:18

Weekday Radio Listening By Location
Monday-Friday, 24 Hours

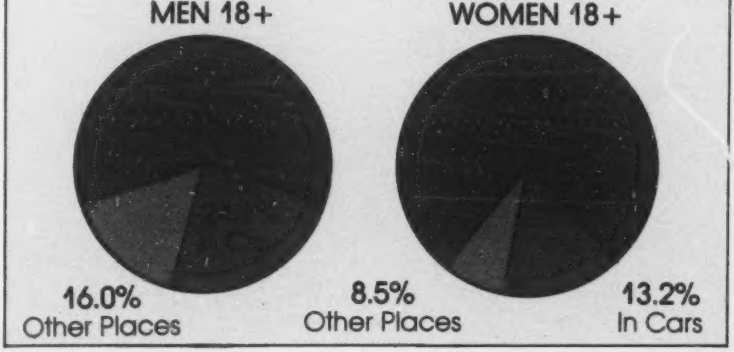
BEST AVAILABLE COPY

Weekend Radio Reaches 84.8%; Weekend Listening: 5½+ Hours

	Weekend Reach (Sat.-Sun., 24 Hours)	Average Weekend Time Spent Listening
Persons 12+	84.8%	5:36
Teens 12-17	93.5%	5:54
Men		
18+	85.0%	5:26
18-24	91.8	6:28
25-34	88.2	5:34
35-49	85.0	5:40
50+	79.2	4:40
Women		
18+	82.3%	5:40
18-24	90.2	5:54
25-34	87.8	5:30
35-49	85.0	5:36
50+	79.2	5:40

Weekend Radio Listening By Location

Saturday-Sunday, 24 Hours



RADIO:

THE FULL-TIME MEDIUM

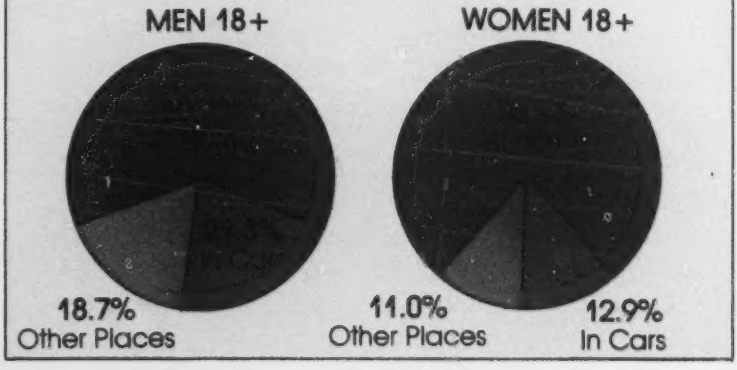
Radio Reaches 7 Out Of 10 In Tv's Prime Time

Evening Radio Listeners Average Almost 5½ Hours A Week

	Evening Reach (Mon.-Sun., 7 PM-Mid.)	Weekly Time Spent Among Listeners
Persons 12+	71.0%	5:22
Teens 12-17	89.6	6:27
Men		
18+	71.5%	5:17
18-34	84.1	5:44
25-54	75.0	4:58
Women		
18+	65.8%	5:05
18-34	79.3	3:58
25-54	69.0	4:46

Evening Radio Listening By Location

Monday-Sunday, 7 PM-Mid.

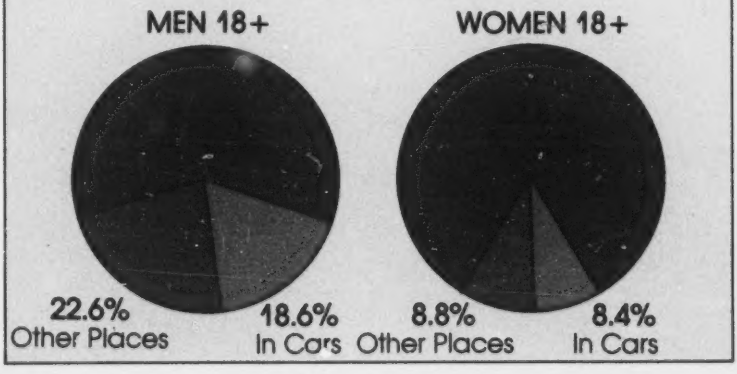


Radio Reaches 44.5% After Midnight

Post-Midnight Radio Listeners Average Almost 3½ Hours A Week

	Post-Midnight Reach (Mon.-Sun., Mid.-6 AM)	Weekly Time Spent Among Listeners
Persons 12+	44.5%	3:18
Teens 12-17	52.2	2:18
Men		
18+	47.9%	3:41
18-34	57.9	3:38
25-54	49.2	3:43
Women		
18+	39.6%	3:14
18-34	48.4	2:41
25-54	40.7	3:00

Overnight Radio Listening By Location
Monday-Sunday, Midnight-6 AM



RADIO:

THE IMMEDIATE MEDIUM

56% Get Their First News In The Morning From Radio

Where People Get The News First, 6 AM-10 AM

	Radio	Tv	News-papers	Other	None
Persons 12+	56%	21%	16%	1%	7%
Teens 12-17	56	23	13	—	7
Adults 18+	56	20	16	1	7
Adults 18-34	62	19	12	1	6
Adults 25-54	57	18	18	1	6
College Grads.	56	15	23	—	6
Prof./Mgr. Males	56	16	24	1	2
Working Women	66	20	10	1	4

Radio Leads Other Media As First-News Source In Midday

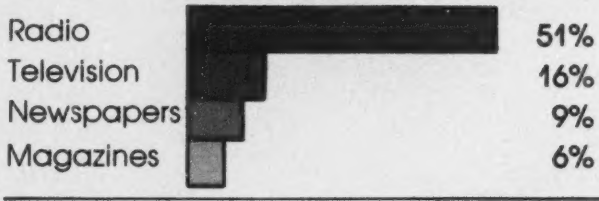
Where People Get The News First, 10 AM-3 PM

	Radio	Tv	News-papers	Other	None
Persons 12+	38%	23%	13%	2%	25%
Teens 12-17	24	22	22	2	30
Adults 18+	40	23	12	2	24
Adults 18-34	50	20	12	2	17
Adults 25-54	41	18	13	2	27
College Grads.	43	9	16	1	32
Prof./Mgr. Males	41	5	16	4	34
Working Women	40	18	13	2	27

Radio Reaches Consumers Closest To Purchase Time

Percent Reached By Media Within One Hour Of Day's Largest Purchase

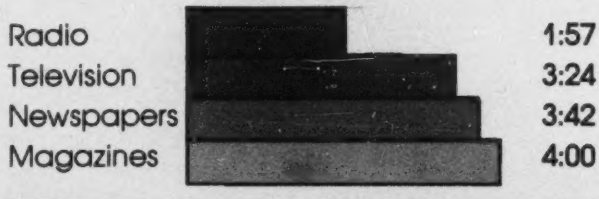
Adults 18+



	Men 18+	Women 18+
Radio	51%	52%
Television	19	14
Newspapers	12	7
Magazines	8	4

Time Elapsing Between Media Exposure And Day's Largest Purchase

Adults 18+



	Men 18+	Women 18+
Radio	1:54	2:00
Television	3:18	3:30
Newspapers	3:30	3:54
Magazines	3:54	4:06

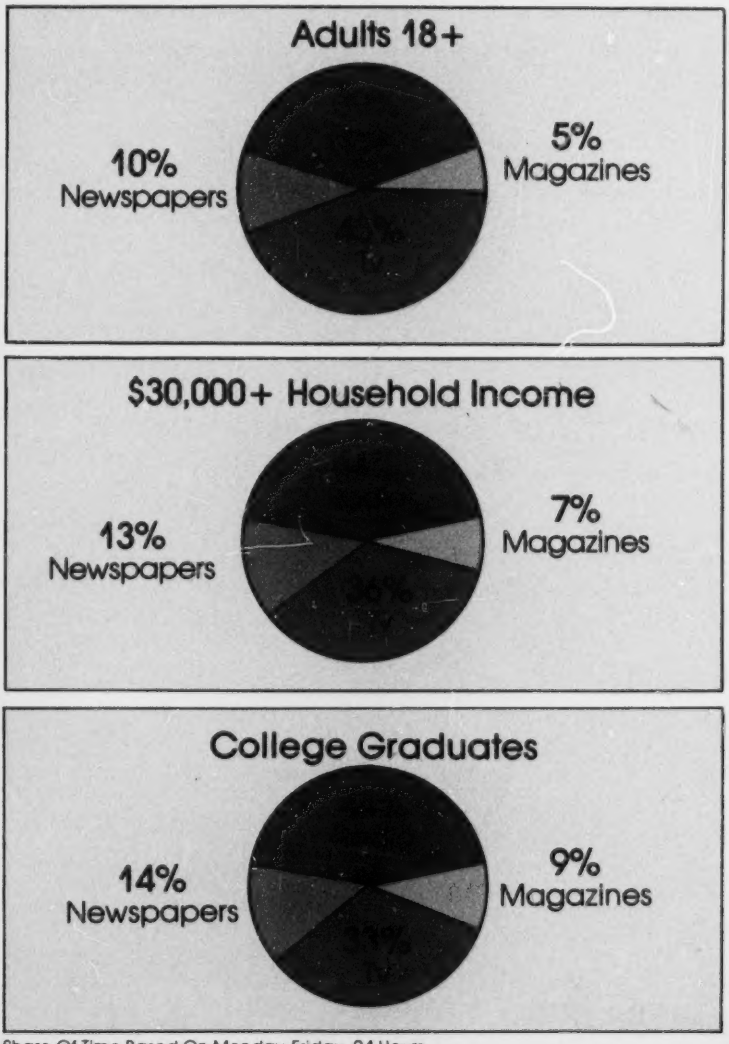
BEST AVAILABLE COPY

RADIO:

THE PRIME-TARGET MEDIUM

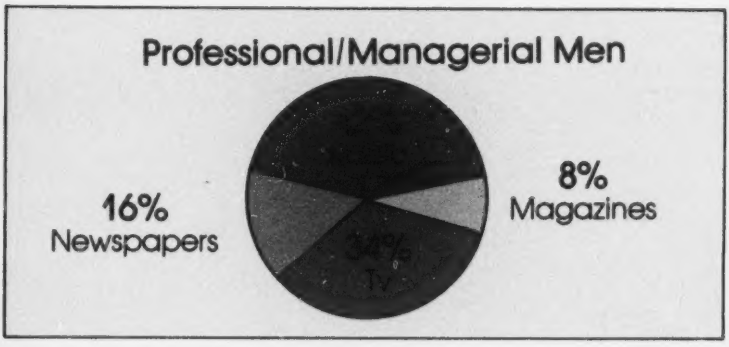
Share-Of-Time: Radio Close To Tv With Adults; Leads With Upscales

Share-Of-Time Spent Daily With Each Medium

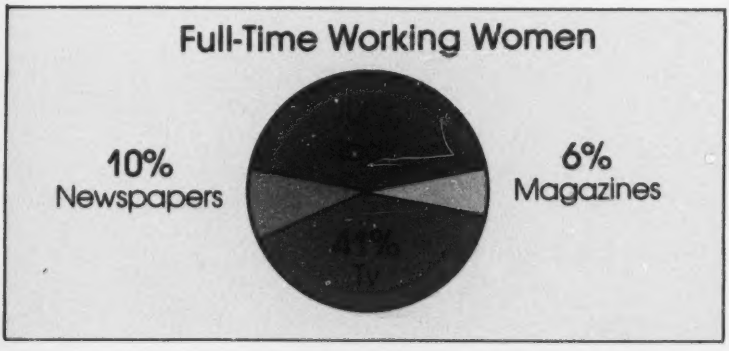


Share-Of-Time Based On Monday-Friday, 24 Hours.

Prof./Mgrl. Men, Working Women Spend More Time With Radio



62% Of Prof./Mgrl. Men Have Radio Available At Work; Of Those, 74% Listen

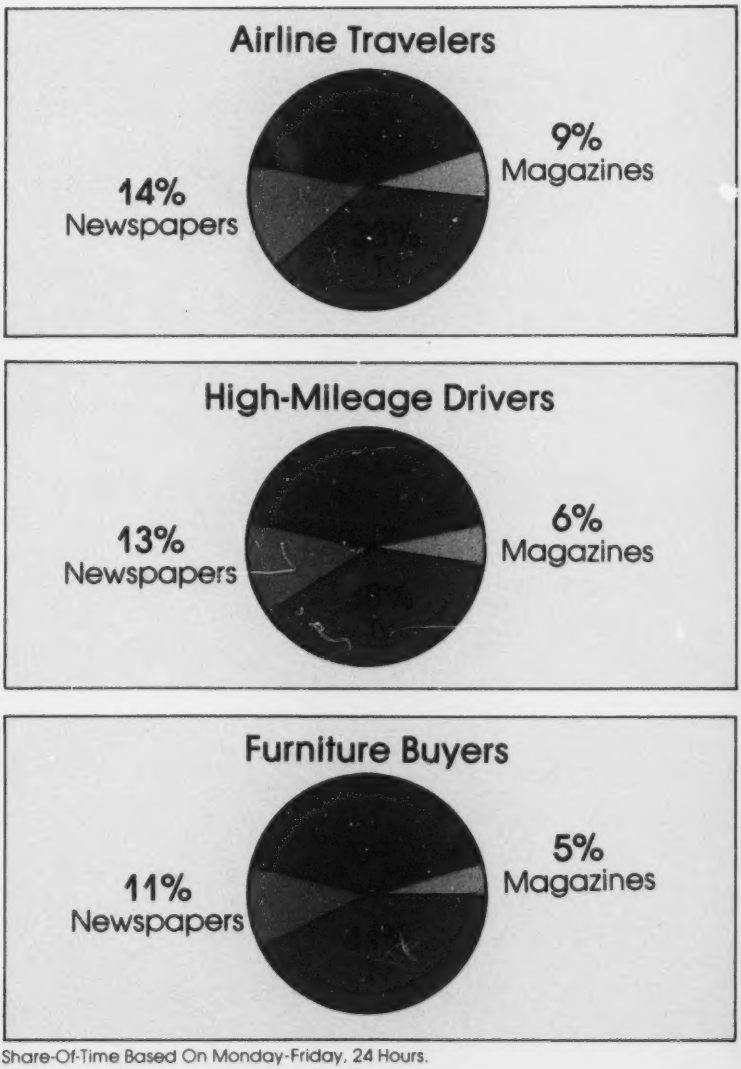


62% Of Full-Time Working Women Have Radio At Work; Of Those, 84% Listen

RADIO:

THE KEY-CONSUMER MEDIUM

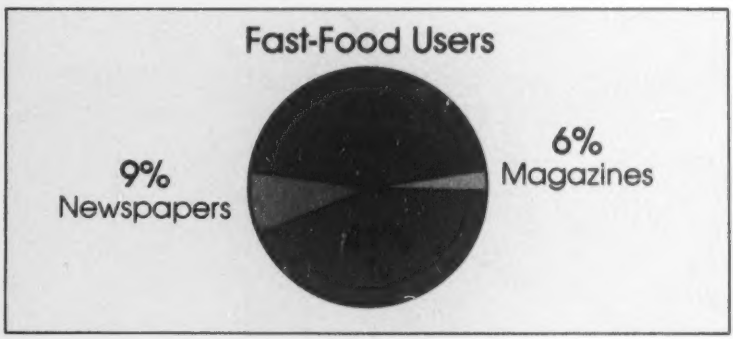
Share-Of-Time:Radio Leads Other Media Among Key Product Users

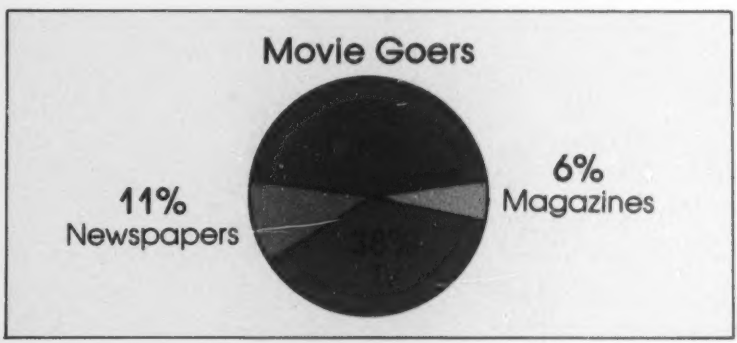


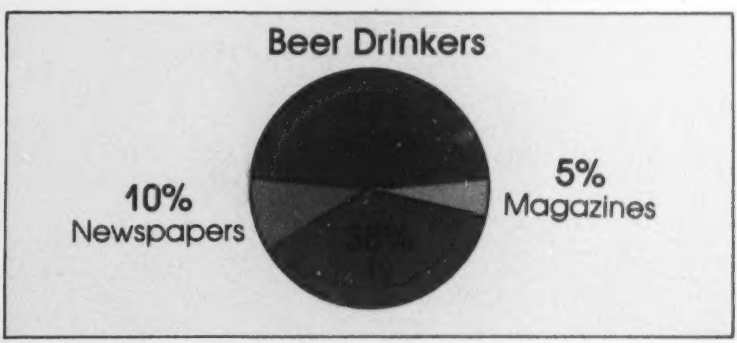
Share-Of-Time Based On Monday-Friday, 24 Hours.

BEST AVAILABLE COPY

Share-Of-Time Data For Many Additional Markets Has Been Compiled In RAB's "Target Marketing And The Media" Study. Ask RAB For A List.



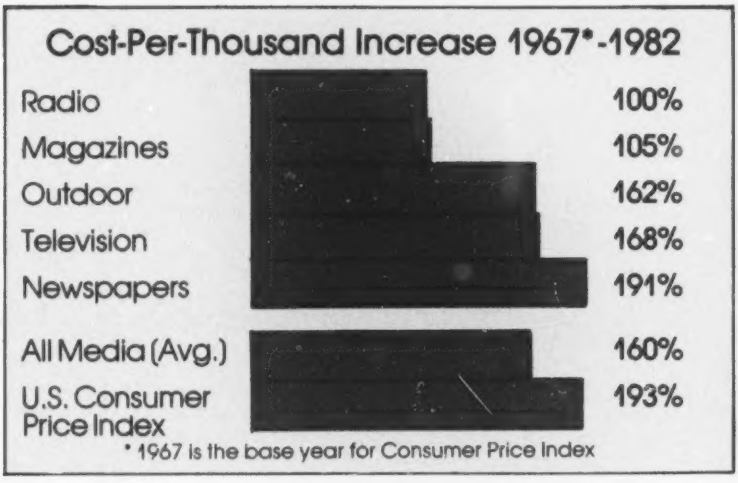




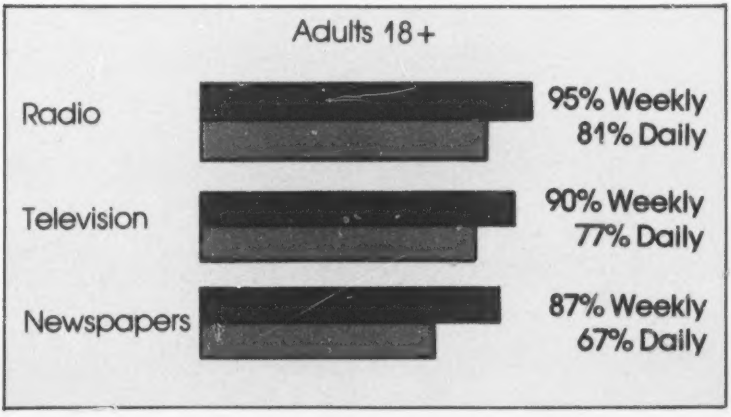
RADIO:

THE EFFICIENT MEDIUM

Of All Major Media, Radio's C-P-M Increased Least Since 1967

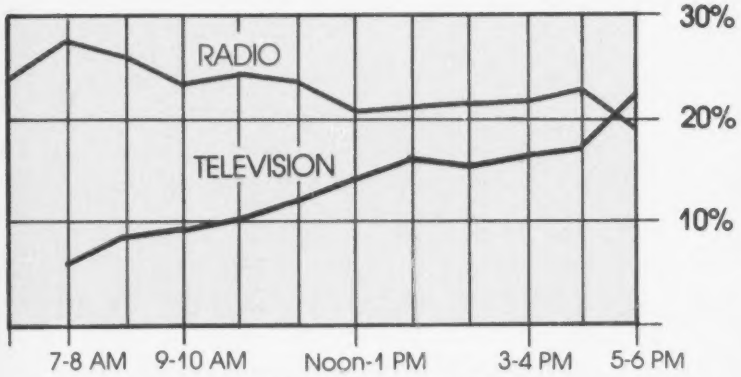


Radio Leads Tv, Newspapers In Daily And Weekly Reach



Daytime Radio Listening Higher Than Tv Viewing

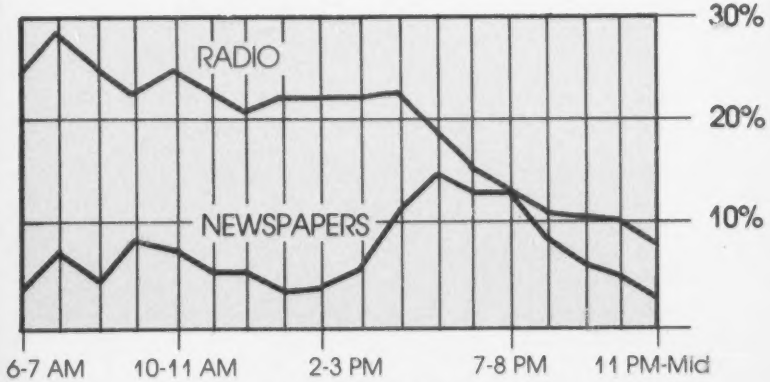
Average Ratings Adults 18+ Mon.-Fri.



Radio: Avg. ¼ Hr. (6 AM-6 PM), Tv: Avg.½ Hr. (7 AM-6 PM)

More Radio Listeners Than Newspaper Readers All Day Long

Average Ratings Adults 18+ Mon.-Fri.



Radio: Avg. ¼ Hr., Newspapers: Avg. Hr.

RADIO:
THE BETTER-BUY MEDIUM

Radio's Daily Reach Up Since 1970; Newspaper Reach Is Down

Monday-Friday Average—Adults 18+

	1970	1980	Change
Radio	76.5%	82.1%	+ 7.3%
Newspapers	77.6	66.9	-13.8

Radio Reaches More Adults Than Newspapers Every Weekday

Monday-Friday Average Reach

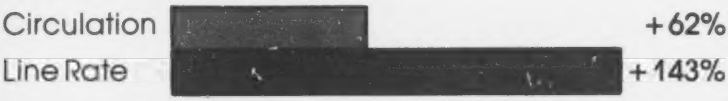
	Radio	Newspapers
Sex:		
Men	82%	69%
Women	77	65
Household Income:		
$35,000+	86%	79%
$25,000+	85	77
$20,000-24,999	83	72
$15,000-19,999	84	68
$10,000-14,999	76	63
Location:		
Cities	79%	69%
Suburbs	79	68
Non-metro	80	62
Education:		
College graduate or more	85%	78%
1-3 years college	84	73
High school graduate	81	69
1-3 years high school	76	62
Occupation:		
Prof./Managerial	87%	77%
Clerical/Sales	86	72
Craftsman/Foreman	87	66

Newspaper Rates Rising Faster Than Circulation

Percent Change 1970 to 1981

Daily Newspapers:	Top 20 Markets	Total U.S.
Households	+ 22%	+ 30%
Circulation	- 6	- 1
Line Rates	+170	+150
Cost-Per-Thousand	+154	+148

Weekly Newspapers:

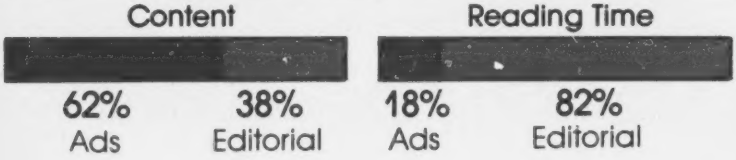


Most Readers Don't Note Newspaper Ads

Ad Size	Starch "Noted"* Scores	
	Men	Women
Full Page	34%	47%
½ Page	31	35
¼ Page	23	30
⅛ Page	21	27

* Reader Recalled Seeing Ad.

Ads Are 62% Of Newspaper Content But Get Only 18% Of Reading Time



RADIO:

THE ADVERTISER'S MEDIUM

Top 25 Spot Radio Advertisers

(1981 Expenditures—Millions Of Dollars)

1. Chrysler Corp. $50.760
2. Anheuser-Busch, Inc. 34.432
3. General Motors Corp. 32.431
4. Ford Motor Co. 32.200
5. American Telephone & Telegraph Co. . . . 16.367
6. Miller Brewing Co. 14.245
7. Coca-Cola Co. 12.460
8. PepsiCo, Inc. 11.417
9. Delta Air Lines Inc. 10.310
10. Greyhound Corp. 8.766
11. United Airlines 8.421
12. Joseph E. Schlitz Brewing Co. 8.343
13. Adolph Coors Brewing Co. 8.274
14. K mart Corp. 7.884
15. Southland Corp. (7-11 Stores) 7.800
16. Nissan Motors (Datsun) 7.574
17. Fotomat, Inc. 7.473
18. Van Munching & Co. (Heineken) 7.156
19. Eastern Air Lines, Inc. 6.968
20. American Airlines, Inc. 6.764
21. Universal Pictures 6.447
22. General Foods Corp. 6.423
23. Dart & Kraft, Inc. 6.280
24. Pabst Brewing Co. 5.840
25. Union Carbide Corp. 5.796

Top 25 Network Radio Advertisers

(1981 Expenditures—Millions Of Dollars)

1. Nabisco Brands, Inc. $10.555
2. Sears, Roebuck & Co. 10.340
3. Jeffrey Martin, Inc. 8.460
4. American Telephone & Telegraph Co. 7.300
5. U. S. Government 7.294
6. Warner-Lambert Co. 6.061
7. Dow Jones & Co. 5.612
8. General Foods Corp. 5.582
9. General Motors Corp 5.428
10. Wm. Wrigley Jr. Co 5.167
11. Phillips Petroleum Co. 5.155
12. Cotter & Co. (True Value Hardware) 4.923
13. Ford Motor Co 4.369
14. Sterling Drug Inc. 4.322
15. Campbell Soup Co 4.280
16. American Home Products Corp. 4.135
17. Anheuser-Busch, Inc. 3.825
18. CBS, Inc 3.260
19. McDonald's Corp 3.255
20. Hartz Mountain Corp 2.849
21. Schering-Plough Corp. 2.746
22. K mart Corp 2.636
23. General Electric Co 2.513
24. Morton-Norwich Products, Inc. 2.292
25. State Farm Insurance Co. 2.216

RADIO:

THE ADVERTISER'S MEDIUM

National Radio Advertisers Include All Major Business Categories

1981 National Radio Expenditures
Ranked By Category

Rank	Spot	Net-work	Spot And Network Combined
1. Automotive	15.8%	6.5%	14.0%
2. Food Products	14.9	10.2	14.0
3. Travel & Shipping	12.3	2.3	10.4
4. Beer, Ale, Wine	12.2	2.3	10.4
5. Consumer Services	6.7	13.9	8.1
6. Cosmetics	2.7	6.7	3.5
7. Gasoline & Oil	2.8	3.6	3.0
8. Drug Products	1.3	9.1	2.8
9. Soft Drinks	3.2	0.7	2.7
10. Apparel	2.2	3.1	2.5
11. Agricultural, Garden	2.8	0.8	2.4
12. Confections	0.8	9.0	2.3
13. Amusements	2.2	2.3	2.2
14. Radio-Tv, Records, Music	2.1	1.1	1.9
15. Publications	0.9	5.2	1.7
16. Home Furn., Appliances	1.0	3.9	1.5
17. Building, Hardware, Paint	1.2	2.4	1.4
18. Religion	0.9	—	0.8
19. Soaps, Cleansers, Detergents	0.4	0.9	0.5
20. Pet Products	0.2	1.3	0.4
21. Tobacco Products	0.3	—	0.2
22. All Others	13.1	14.7	13.3
	100.0%	100.0%	100.0%

Local Radio Advertisers Include A Range Of Businesses

Share Of Local Radio Expenditures
Ranked By Category

Rank	Total	Market Size: 1M+	250K-1M	50K-250K	Under 50K
1. Auto Dealers	**10.7%**	11.1%	11.2%	10.9%	10.2%
2. Dept. Stores	**8.4**	9.4	8.6	7.9	8.1
3. Banks	**8.0**	6.5	6.6	8.3	9.1
4. Clothing Stores	**7.7**	7.2	7.4	7.6	8.1
5. Restaurants	**7.0**	6.4	7.7	7.2	6.8
6. Supermarkets	**6.7**	6.4	6.0	5.3	8.1
7. Furniture Stores	**6.4**	4.7	6.6	6.2	7.3
8. Bottlers	**5.9**	6.0	6.5	6.9	4.9
9. Appliance Stores	**4.9**	3.5	5.2	5.0	5.2
10. Savings & Loans	**4.2**	5.0	3.6	4.4	3.9
11. Shopping Centers	**3.3**	4.2	3.6	3.8	2.4
12. Jewelers	**3.3**	3.2	3.1	3.6	3.3
13. Theaters	**3.3**	6.7	4.1	3.1	1.4
14. Lumber Dealers	**2.8**	1.0	1.9	3.0	4.0
15. TBA Stores	**2.8**	2.9	3.3	2.6	2.6
16. Drug Stores	**2.5**	2.2	1.6	2.3	3.4
17. Shoe Stores	**2.0**	1.2	1.8	2.1	2.3
18. Entertainment	**1.7**	2.6	2.5	1.8	0.7
19. Agricultural	**1.3**	0.1	0.7	1.6	1.9
20. Stereo/Record Stores	**1.2**	2.8	2.0	1.0	0.2
21. Other Financial	**1.2**	1.5	1.0	1.1	1.1
22. Religion	**0.6**	0.2	1.3	0.7	0.3
23. Real Estate	**0.5**	0.8	0.2	0.6	0.5
24. All Others	**3.6**	4.4	3.5	3.0	4.2
	100.0%	100.0%	100.0%	100.0%	100.0%

RADIO:

THE ADVERTISER'S MEDIUM

Advertiser Investment In Radio Now More Than $4 Billion

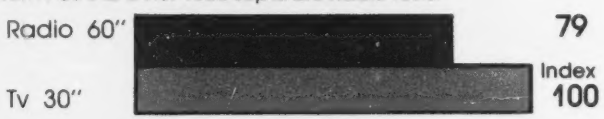
Radio's Advertising Revenues
(Millions Of Dollars)

	Spot	Local	Network	Total
1981	$841.7	$3,007.0	$198.9	$4,047.6
1980	746.2	2,640.0	157.3	3,546.1
1979	637.3	2,396.6	138.5	3,172.4
1978	589.7	2,179.2	126.4	2,895.3
1977	521.3	1,873.1	118.1	2,512.5
1976	494.6	1,639.3	92.2	2,226.1
1975	416.3	1,403.3	72.7	1,892.3
1974	386.8	1,308.8	60.3	1,755.9
1973	382.3	1,205.4	59.4	1,647.1
1972	384.3	1,098.4	65.0	1,547.7
1971	378.0	954.6	55.1	1,387.7
1970	355.3	852.7	48.8	1,256.8
1969	349.6	799.9	50.9	1,200.4
1968	342.2	733.4	54.7	1,130.4
1967	298.3	641.2	58.2	997.6
1966	292.6	607.6	57.4	957.7
1965	261.3	553.0	54.3	868.7
1964	244.1	504.2	54.0	802.3
1963	231.0	465.0	51.5	747.6
1962	218.2	434.2	44.9	697.3
1961	205.6	397.7	47.7	651.0
1960	208.0	401.6	44.9	654.5

Radio Commercials Proven Effective In Recall, Impact

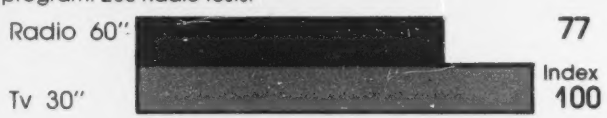
Simulated On-Air Recall: Radio Scores 79% Of Tv's Norm

Radio Recall Research measures 24-hour proven recall. Respondent is exposed to prepared Radio program including commercials at interviewing center in shopping mall. Index represents widely accepted 24-hour recall norms for Tv 30's of 24%. 1500 separate Radio tests.



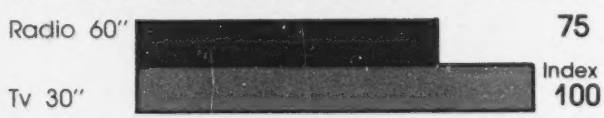
Brand-Awareness Impact: Radio Achieves 77% Of Tv's Norm

McCollum/Spielman & Company tests media impact on brand awareness using audiences assembled to test television programming. Radio commercial is played along with control commercial in special short Radio show. Awareness, motivation and attitude data are gathered after showing the Tv program. 200 Radio tests.



Coupon-Redemption Testing: Radio Delivers 75% Of Tv's Impact

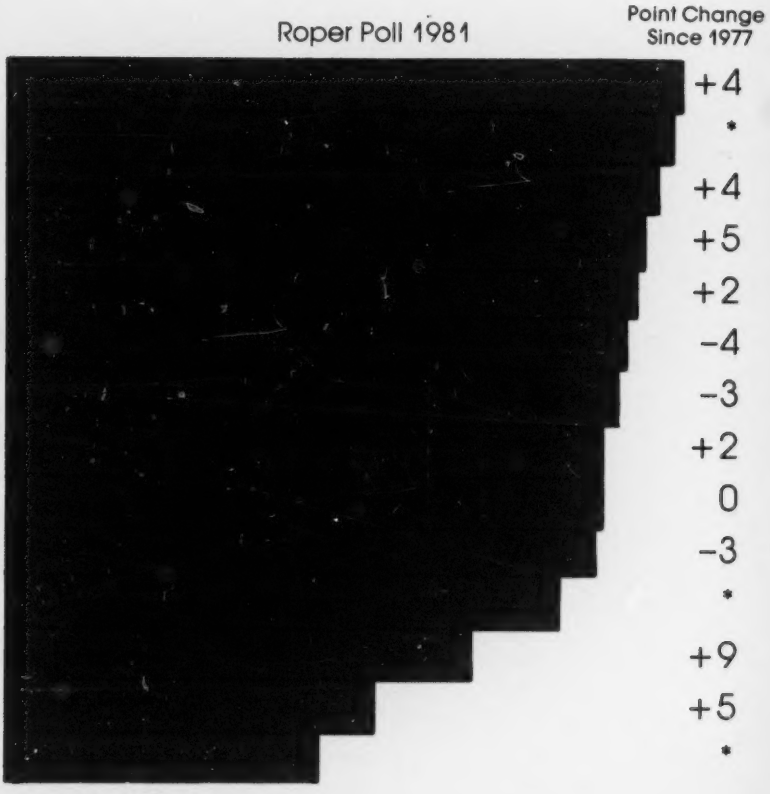
Teleresearch, Inc. tests coupon redemption at supermarkets and drug stores. Respondents are exposed to five non-competitive Radio commercials and given a booklet of cents-off coupons before entering store. Redemption index is developed by comparing test and control sample.



BEST AVAILABLE COPY

Consumers More Satisfied With Radio Than Other Media, Services

Satisfaction With Radio Up Since 1977; Ahead Of Doctors, Banks, Tv



* Not asked in 1977.

Source Appendix

Page

4 Radios In Use: RAB estimate based on Electronic Industries Association (EIA) set sales. Persons 12+ Listening: RADAR, Spring reports of each year.

5 Households With Radio: RAB projection based on U.S. Census Bureau HH count. Radios Sold Annually: EIA. 5.5 Radios Per HH: RADAR, Summer 1980 survey. $2.7 Billion Spent: RAB estimate based on EIA set sales for first half projected for full year, and Merchandising Magazine data on set prices. Car Radios: RAB projection based on total cars in use (SRDS). (Set counts as of December 31st of each year, sales for full year.)

6, 7 RADAR**

8 Households With Radio-Set Count: RADAR, Summer 1980 survey. Plug-Ins vs. Battery-Operated Radios: EIA, 1980. Radios In Rooms: RADAR, Summer 1980. At-Home Reach: RADAR.**

9 Battery-Operated Radios: In Homes—EIA, 1980; In Use—RAB estimate based on RADAR, Summer 1980 survey; Sold, Percentage Of All Sales—RAB projection based on first half 1982 EIA data. Parks, Beaches: Bruskin.* Walk-Alongs: Bruskin.*

10 Cars With Radio: Bruskin.* Intercity Travel: U.S. Dept. of Transportation, 1981. Driver's Licenses: Simmons Market Research Bureau, 1980. Used Cars: Hertz Corp., 1979. Fleet Cars: Nat'l. Assn. of Fleet Administrators, 1980. Newspaper Circulation: Audit Bureau of Circulations, 1981 average. Car Radio And Commuting, Shopping, Dining: Bruskin.*

11 Car Radio Reach: RADAR.** At-Work Listening: Bruskin.*

12 RADAR.**

13 Seasonal Comparison: Radio—Average of 11 markets measured by Arbitron four times in 1981 (metro survey areas). Tv—Nielsen NAD reports for Feb., May, July, Nov. 1981 from TvB. Radio—6 AM-Mid., Tv—24 Hours. Location By Season: Average of 11 markets, Arbitron, 1981.

14-17 RADAR**

18-23 Bruskin.*

24 Media C-P-M: McCann-Erickson, 1982 vs. 1967 (Spot & Network Radio, Tv averaged by RAB). Consumer Price Index: U.S. Bureau of Labor Statistics, August 1982. Daily, Weekly Reach: Radio—RADAR**; Television—Nielsen, Persons Using Television

report, Feb. 1982 from TvB; Newspapers (Daily)—Simmons Market Research Bureau, 1980; Newspapers (Weekly)— Newspaper Advertising Bureau estimate based on Simmons.

25 Radio: RADAR.** Tv: Avg. of Nielsen NAD reports for Feb., May, July, Nov. 1981 from TvB. Newspapers: Audits & Surveys 1977 study for Newspaper Advertising Bureau.

26 Simmons Market Research Bureau, 1980 vs. 1970. Demographics-1980.

27 Households: Sales & Marketing Mgt. Survey of Buying Power, 1982 vs. 1971. Circulation: Audit Bureau of Circulations, Sept. 30, 1981 vs. Sept. 30, 1970. Line Rates: SRDS, Dec. 1981 vs. Dec. 1970. CPM: RAB calculations from above. Weekly Newspapers: National Directory of Weekly Newspapers, 1982 vs. 1971. Ad Readership by Size: Starch INRA Hooper, avg. of 46 studies 1973-78. Content vs. Reading Time: classic CBS study in 5 markets, 1971.

28 Radio Expenditure Reports, 1981.

29 Leading National Advertisers, 1981.

30 RER (Spot, 1981) and LNA (Network, 1981) combined by RAB.

31 RAB Membership Survey, 1980.

32 Revenues 1960-1980: FCC. 1981: RAB estimate (note: FCC has discontinued this report).

33 On-Air Recall: Radio Recall Research, through Dec., 1981. Brand Awareness: McCollum/Spielman & Company, through 1981. Coupon Redemption: Teleresearch, Inc. 1978.

34 Roper, 1981 vs. 1977.

Note: Some charts may not add to 100%, due to rounding.

* R. H. Bruskin data from study, Spring 1982, commissioned by RAB. For more information about this study, consult RAB's "Target Marketing And The Media."

** RADAR, Spring 1982 unless otherwise noted. © 1982 Statistical Research, Inc. Used by permission.

Radio Advertising Bureau, Inc.

485 Lexington Ave., New York, NY 10017 (212) 599-6666
30700 Telegraph Rd, Birmingham, MI 48010 (313) 647-8110
333 North Michigan Ave., Chicago, IL 60601 (312) 372-4620
5900 Wilshire Blvd., Los Angeles, CA 90036 (213) 936-5515